



SCAN PARIS HILTON
TO BRING HER TO LIFE
UNLOCK THIS ISSUE
WITH THE ENTITI APP



CORSET **CHROMAT**
BRA AND BOY SHORTS **BEX NYC**
CHOKER AND CUFF **AVANT GARDE PARIS**
SWIM BRIEF ON MODEL **VINTAGE**



CORSET **MIMI NEW YORK**
BRACELETS **KTZ**
EARRINGS **ADORNIA**
TIGHTS (THROUGHOUT) **WOLFORD**
SHOES (THROUGHOUT)
CHRISTIAN LOUBOUTIN
CROWN ON MODEL **DORA MARRA**



SCAN PARIS HILTON
TO BRING HER TO LIFE
UNLOCK THIS ISSUE
WITH THE ENTITI APP





DRESS **DAVID DALRYMPLE**
FOR HOUSE OF FIELD
NECKLACE AND CUFF **MIRIAM HASKELL**
RINGS **AVANT GARDE**
SWIM BRIEF ON MODEL **VUTHY SIM**







DRESS **PUCCI**
FINGER CUFFS **IZQUIERDO STUDIO**
MASK ON MODEL **VICTOR DE SOUZA**
CUFF ON MODEL **STANMORE**
LEATHER KILT ON MODEL **VIKTOR LUNA**





DRESS **BETSEY JOHNSON**
HEAD PIECE **AUGUSTO MANZANARES**
RINGS **CHRIS HABANA**
AND **SEASONAL WHISPERS**



SCAN PARIS HILTON
TO BRING HER TO LIFE
UNLOCK THIS ISSUE
WITH THE ENTITI APP

AND GOD CREATED PARIS

PHOTOGRAPHS AND ART DIRECTION **MIKE RUIZ** CREATIVE DIRECTION **ROY FIRE AND TAL PEER**
MAKE UP FOR PARIS **ROBERTO MORELLI** HAIR FOR PARIS **DAVIDE TORCHIO** USING **RENE FURTERER PRODUCTS**
FOR IVYELEVEN.COM GROOMING FOR MODELS **MARA CIFRONTI** USING **MAC COSMETICS** STYLING ASSISTANTS **EMMY**
COLLETTE, MACKENZIE MOORE VIDEOGRAPHER **FERNY CHUNG** MODELS **MATTHEW VANDE VEGTE @ MAJOR MODELS**
JONATHAN JESENSKY BEN BOWERS @ NY MODELS SANTIAGO FERRARI @ NY MODELS NUEL MC GOUGH @ ONE MODEL
MANAGEMENT SPECIAL THANKS TO **DUNE STUDIOS NYC** WWW.DUNESTUDIOSNYC.COM

NIGHTCAP

BY ORIGINAL PENGUIN

Had fun last night!
Let's do it again -
text NIGHTCAP to
23000 so I know
it's you ♥



#BEANORIGINAL | ORIGINALPENGUIN.COM

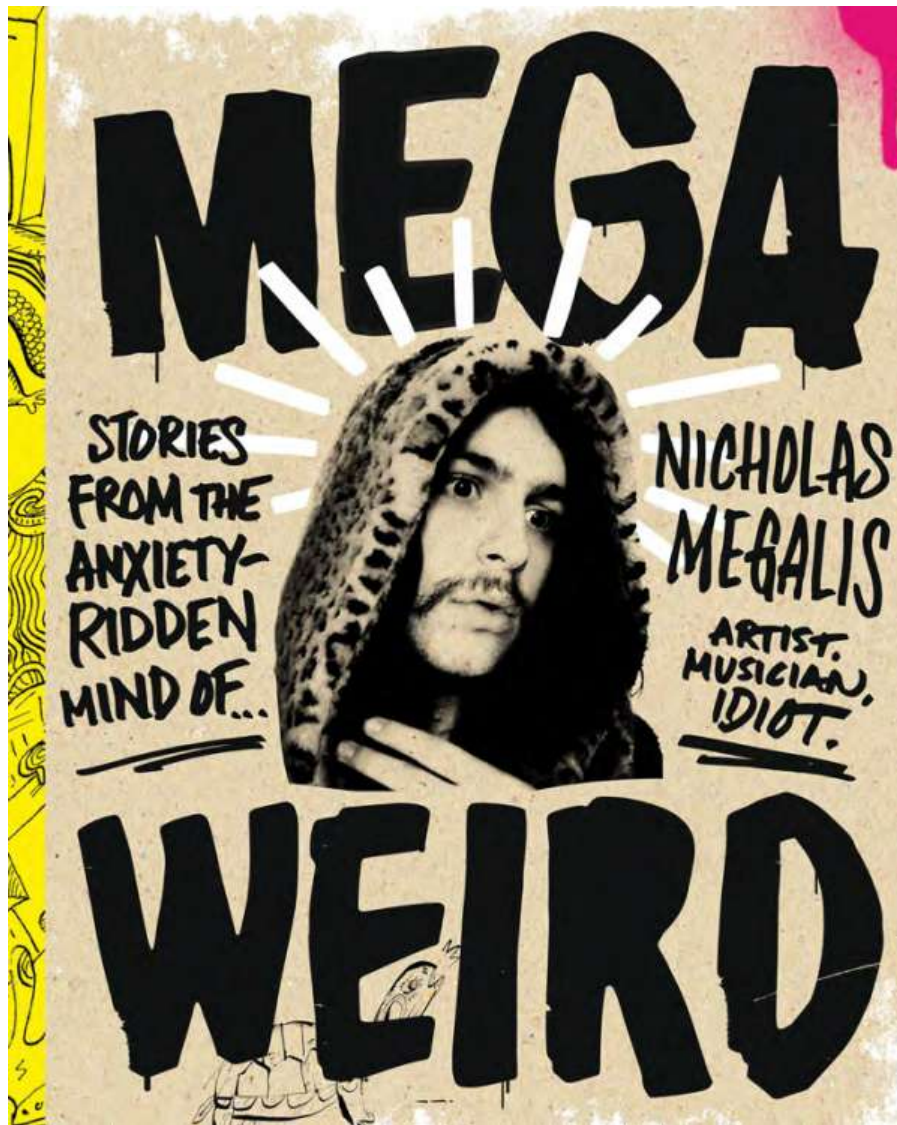
Standard text messaging rates apply. All charges are billed
by and payable to your mobile service provider.

315 ROOMS
6 FOOD + BEVERAGE VENUES
1 ROOFTOP POOL WITH 60 TONS OF SAND
BUT EVERYONE JUST WANTS TO HANG OUT IN OUR BASEMENT



THE ELECTRIC ROOM AT
DREAM MEATPACKING DISTRICT
355 W16TH ST • NYC • 212-229-2559

DREAM[®]
HOTELS
dreamhotels.com



NICHOLASMEGALIS.COM



HOUSE OF HOROLOGY

193 PRINCE STREET | NEW YORK NY 10012

WWW.HOUSEOFHOROLOGY.COM

DOWNLOAD THE NEW ADON APP TODAY



EDITORS IN CHIEF/CREATIVE DIRECTORS

ROY FIRE AND TAL PEER

ART DIRECTORS

JIMMY RIBBONS AND PAUL WEISS

ASSISTANT EDITOR

EMILY WYDEVEN

CONTRIBUTING PHOTOGRAPHERS

MIKE RUIZ, CARLOS KHU, DARIO & MISJA, JOSE MARTINEZ, HAROL BAEZ, DIABE SALE, BRIAN JAMIE, CAVIER COLEMAN, NATE JENSEN, TINA PICARD, MAX FESTARI, TAYLOR MILLER AND WONG SIM.

CONTRIBUTING FASHION EDITORS

IZZY RUIZ, JESUS RIOS, VICTOR GOH, PEDRO DIAZ, AINHOA GORMAZ, JEFF K. KIM, DON SMITH, MICHAEL STALLINGS, BRUNO LIMA, MATTHEW ELLENBERGER, STEPHANIE MAJOR, ALEX SWETERLITSCH AND NICOLAS.

IT DEPARTMENT

EINAV HACHOEN

SPECIAL THANKS

PARIS HILTON, DAWN MILLER DUNE STUDIOS NYC, TRINITY TURK, ALLISON MELNICK MARA CIFRONTI, GUR AND ELLA HACHOEN, PNINA AND OR FIRE, JACOB AND ORNA PEER, OGI, BAMBA AND AMY.

SALES AND ADVERTISING

JANELLE HARRIS, MARKETING AND ADVERTISING DIRECTOR

JANELLE@ADONMAG.COM

310-292-6262

PUBLIC RELATIONS AND EVENTS DIRECTOR

ALLISON MELNICK

ALLISON@ADONMAG.COM

SUBMISSIONS

INFO@ADONMAG.COM

FRONT COVER FEATURES **PARIS HILTON** BACK COVER FEATURES **RIVER VIIPERI** PHOTOGRAPHS AND ART DIRECTION **MIKE RUIZ** CREATIVE DIRECTION **ROY FIRE AND TAL PEER** PARIS'S TEAM; MAKE UP **ROBERTO MORELLI** HAIR **DAVIDE TORCHIO USING RENE FURTERER PRODUCTS FOR IVYELEVEN.COM** GROOMING FOR MODELS **MARA CIFRONTI USING MAC COSMETICS** STYLING ASSISTANTS **EMMY COLLETTE, MACKENZIE MOORE**
SPECIAL THANKS TO DUNE STUDIOS NYC WWW.DUNESTUDIOSNYC.COM

PARIS WEARS CORSET **CHROMAT**, BRA AND BOY SHORTS **BEX NYC**, CHOKER AND CUFF **AVANT GARDE PARIS**. RIVER WEARS SWIM BRIEF, VINTAGE.

ROY AND TAL WEAR
GIVENCHY BY RICCARDO TISCI



WELCOME TO OUR AUGMENTED ISSUE! AUGMENTED REALITY (AR) IS A LIVE DIRECT OR INDIRECT VIEW OF A PHYSICAL REAL WORLD ENVIRONMENT WHOSE ELEMENTS ARE AUGMENTED BY COMPUTER GENERATED SENSORY INPUT SUCH AS SOUND, VIDEO AND GRAPHICS. AS A RESULT, USERS EXPERIENCE THE WORLD AROUND THEM AS IT IS IN REAL-TIME BUT WITH ADDED LAYERS OF DIGITAL AND INTERACTIVE CONTENT THAT ENHANCE THEIR CURRENT PERCEPTION OF REALITY.

WE FIND THIS TECHNOLOGY TO BE SO INCREDIBLE, WE TEAMED WITH WAKINGAPP AND CREATED A SUPER SEXY COVER WITH PARIS HILTON AND PLAYED WITH SOME AUGMENTED REALITY IN PARIS'S FASHION EDITORIAL. YOU HAVE TO SCAN IT AND PLAY WITH IT. IT'S AMAZING!

FOUNDED IN 2013, WAKINGAPP'S VISION IS TO ENABLE ANYONE WITH THE ABILITY TO EFFORTLESSLY CREATE AR/VR CONTENT THAT IS PUBLISHED WITHIN MINUTES AND INTEGRATED WITH ANY MOBILE DEVICE/SMART GLASSES. THEY OFFER A UNIQUE AR/VR CLOUD PLATFORM (ENTITI CREATOR) THAT ALLOWS ANY COMPANY OR INDIVIDUAL—NO PROGRAMMING SKILLS NECESSARY—TO CREATE ADVANCED INTERACTIVE AUGMENTED REALITY CONTENT THAT INCLUDES LIVE DATA FEEDS, PERSONALIZATION, SOCIAL ACTIVITIES, HIGH QUALITY 3D, GAMES AND MUCH MORE.

ALL CONTENT IS INSTANTLY AVAILABLE ONLINE AND INTEGRATED WITH ANY MOBILE DEVICE OR LEADING SMART GLASSES FOR VR/AR SUCH AS SAMSUNG GEAR VR, EPSON MOVARIO, VUZIX AND OTHERS USING OUR ENTITI VIEWER.

NICHOLAS MEGALIS IS AN INTERNET SENSATION. HE HAS 4.7 MILLION VINE FOLLOWERS. IN HIS FIRST BOOK, MEGA WEIRD NICHOLAS MAKES HIS PUBLISHING DEBUT WITH A COLLECTION OF 20 STORIES, ALL STRANGE AND TRUE, FROM HIS FIRST 25 YEARS ON THE PLANET, LARGELY SPENT IN CLEVELAND SURROUNDED BY A FAMILY OF ARTISTS, GREEK IMMIGRANTS, AND ODDBALLS. THE BOOK IS A CREATIVE COLLABORATION WITH HIS DAD, AWARD-WINNING NICKELODEON, MTV, AND HBO ANIMATOR, TOM MEGALIS WHO SUPPLIES THE NARRATIVE'S COLORFUL CARTOON AND CARICATURE ACCOMPANIMENTS.

AND OUR FIRST LADY ON THE COVER, PARIS HILTON, IS FEATURED IN A BEAUTIFUL FASHION EDITORIAL. THIS EDITORIAL IS A TRIBUTE TO ALL POWERFUL WOMEN IN HISTORY, ADAM AND EVE, SAMSON AND DELILAH, MARY AND MARY MAGDALENE. WE KNEW PARIS WAS THE PERFECT FIT FOR THIS FASHION STORY. WHETHER YOU LIKE IT OR NOT, SHE IS A VOICE OF A GENERATION, ONE OF THE FIRST REALITY STARS TURNED A BUSINESS WOMAN, WHO LEARNED HOW TO LIVE IN THE SPOTLIGHT AND NOT GIVE A SH--T. SHE JUST LETS HER SUCCESS SPEAK FOR ITSELF.

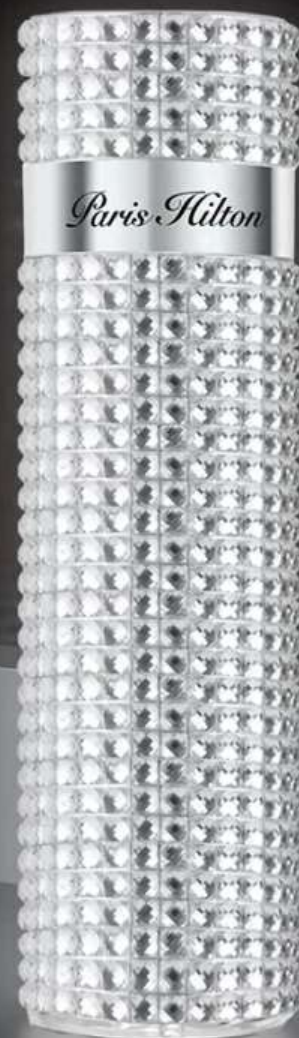
SO LET'S GET STARTED AND DIVE INTO AUGMENTED REALITY, GENIUS MIND AND SOME STAR DUST REALITY.

LET THE MAGIC BEGIN.....

xoxo
Tal Peer & Roy Fire



Paris Hilton
LIMITED ANNIVERSARY EDITION



ADON

Trends

SUMMER 2015 MUST-HAVES

DOLCE & GABBANA



PRINTED COTTON T-SHIRT
\$445
MRPORTER.COM

APPLE



APPLE WATCH
\$599
APPLE.COM

**ROY FIRE
NEW YORK**



ROY FIRE NEW YORK SUNGLASSES
\$150
ROYFIRENEWYORK.COM

DAN WARD



SWIM TRUNKS
\$130
MRPORTER.COM

**SAINT LAURENT
PARIS**



SIGNATURE CALIFORNIA MID TOP
\$775
YSL.COM



OWL



PHOTOGRAPHS **CARLOS KHU**
FASHION EDITOR **JESUS RIOS** STYLING **VICTOR GOH** GROOMING **AMELIN LOK**
MODEL **JOU BELLINI** @ **FORD MODELS BRAZIL** WARDROBE **MELINDA LOOI**

















COAT **RALPH LAUREN PURPLE LABEL**
JEANS AND GLOVES **DIESEL BLACK GOLD**
BOOTS **DR MARTENS**



Liquorice

PHOTOGRAPHS **DARIO & MISJA**
STYLING **PEDRO DIAS @ ERA** GROOMING **CYNTHIA SCHIPPERS @ HOUSE OF ORANGE**
MODEL **LUUK VAN OS @ REPUBLIC MEN**

SUIT **PAUL SMITH**
BELT **HUGO BOSS**
SHIRT **DIESEL BLACK GOLD**



LEATHER GLOVES
DIESEL BLACK GOLD



COAT **BALMAIN**



SHIRT AND COAT **GUCCI**
LEATHER PANTS **BALMAIN**
BOOTS **DR MARTENS**



LEATHER JACKET **DIESEL BLACK GOLD**
LEATHER PANTS **SAINT LAURENT**
BY HEDI SLIMANE
BOOTS **DR MARTENS**





PONCHO PAUL SMITH





INSIDE OUT

PHOTOGRAPHS **JOSE MARTINEZ**
STYLING **AINHOA GORMAZ** GROOMING **EDGAR LOPEZ** ASSISTANT TO STYLIST **ALEJANDRO MOTA**
MODEL **ANTONIO NAVAS @ SIGHT MANAGEMENT**

JACKET **CHEAP MONDAY**
POLO **GUESS BY MARCIANO**



SWEATSHIRT **ROBERTO CAVALLI**
SHORTS **ESPRIT**



JACKET **CALVIN KLEIN**
T-SHIRT **FRED PERRY**
PANTS **SANDRO**
BOOTS **G-STAR RAW**



BLAZER **ROBERTO CAVALLI**
SHIRT **ARMANI**



COAT SANDRO
PANTS ARMANI



WATER SHARP

PHOTOGRAPHS **HAROL BAEZ**
STYLING **JEFF K. KIM @ THE ONLY AGENCY** MODEL **ANTONIO NAVAS @ SIGHT MANAGEMENT**
WARDROBE **CALVIN KLEIN COLLECTION**



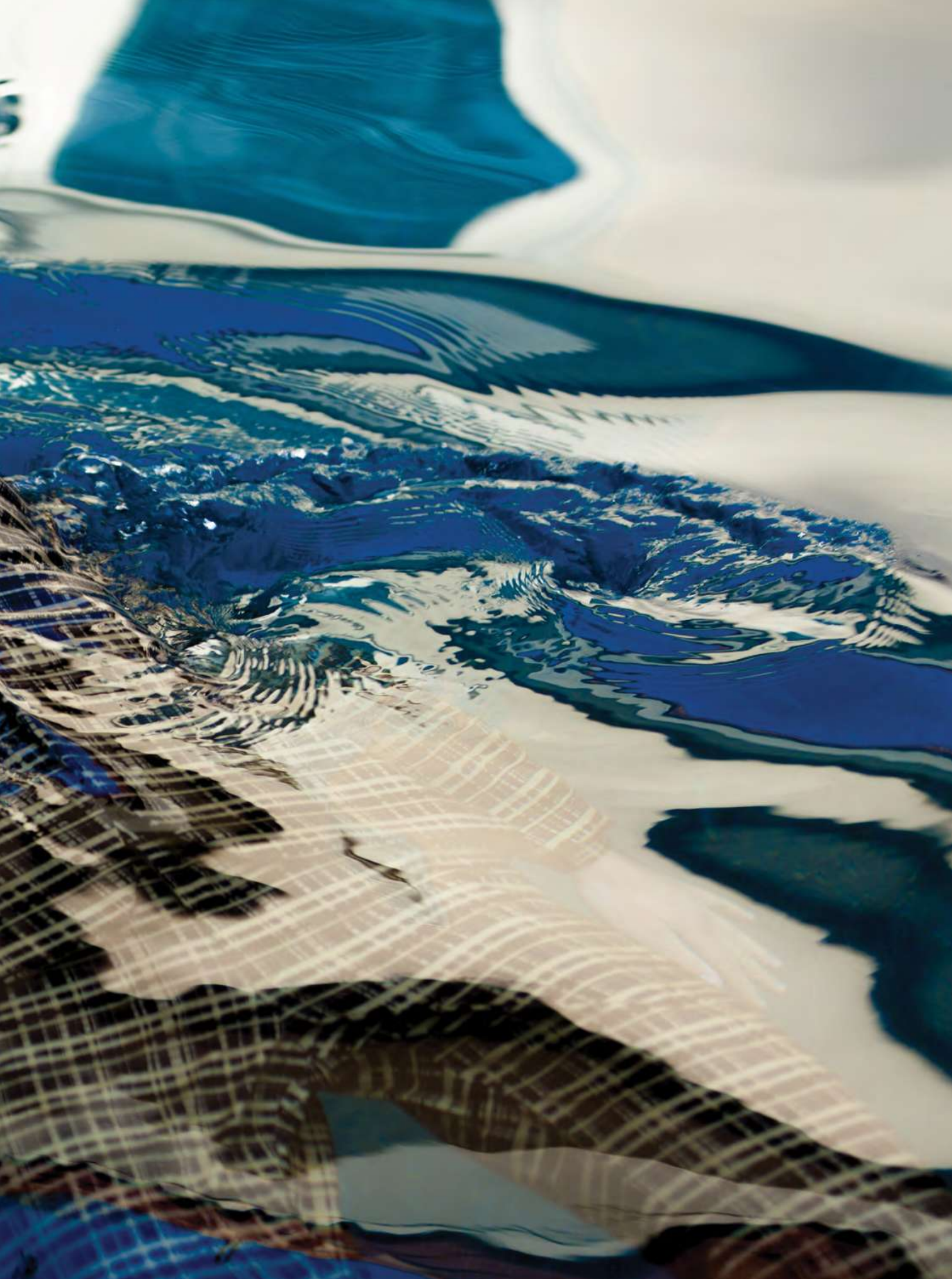




























ORGANIC

PHOTOGRAPHS **DIABE SALE**
STYLING **DON SMITH** GROOMING **KRINA LEE** MODEL **CLAYTON BRANNON**

HAT **G.J JEDLICKA**
SHIRT **ZARZ**
NECKLACE **DON SMITH COLLECTION**





JACKET **50S VINTAGE**
TURTLENECK **TOM FORD**
PANTS **BEN SHERMAN**
PIN **DSC VINTAGE**
SHOES **G.H BASS & CO**



JACKET **GIACCA**
SHIRT **MURANO**
DENIM **WILLIAM RAST**
NECKLACE **DON SMITH COLLECTION**



JACKET GIACCA
SHIRT MURANO



JACKET AND SKIRT **DSQUARED2**
BIKINI TOP **JEREMY SCOTT**



THE REAL PARIS ESTATE

STORY BY **TAL PEER AND ROY FIRE**

PHOTOGRAPHS AND ART DIRECTION **MIKE RUIZ** CREATIVE DIRECTION **ROY FIRE AND TAL PEER**

MAKE UP FOR PARIS **ROBERTO MORELLI** HAIR FOR PARIS **DAVIDE TORCHIO** USING **RENE FURTERER PRODUCTS**

FOR IVYELEVEN.COM GROOMING FOR MODELS **MARA CIFRONTI** USING **MAC COSMETICS** STYLING ASSISTANTS **EMMY COLLETTE, MACKENZIE MOORE** VIDEOGRAPHER **FERNY CHUNG** MODELS **MATTHEW VANDE VEGTE @ MAJOR MODELS** **JONATHAN JESENSKY BEN BOWERS @ NY MODELS** **SANTIAGO FERRARI @ NY MODELS** **NUEL MC GOUGH @ ONE MODEL MANAGEMENT** SPECIAL THANKS TO **DUNE STUDIOS NYC** WWW.DUNESTUDIOSNYC.COM

W

hen you hear the name Paris Hilton what comes to mind? Party girl, reality TV, spoiled child who shops all day, dumb blond? Well, that is far from the truth. Paris Hilton is a self-made mogul, a business woman who has built a multi-product brand line that is purchased by thousands of fans worldwide, a young woman who has worked hard for her money maybe even harder than the rest of us just to prove that she could do it all by herself and not live off her famous last name. When sales figures released by her perfume company revealed that gross income over the past ten years amounted to two billion dollars, we had to sit down and figure out who the real Paris Hilton is.

Hilton grew up in New York. The Hiltons are a close family. "I feel fortunate to have that," Hilton says. When she was a young girl, Hilton's dream was to be a veterinarian. Her grandfather whom she always looked up to was a great influence upon her. "He was a wonderful man. He always taught us the importance of hard work." Maybe that's the reason for the fact that although she doesn't need to in order to maintain a fabulous lifestyle, she chooses to work and for long hours to create her own empire. "Coming from such an accomplished family I always wanted to do something to make my family proud, not just sit back and take their money, which would have been the easier thing for me to do. But I had the drive to do something for myself. I was always a little entrepreneur. Even as a child I was creating and designing."

BODYSUIT **JEAN PAUL GAULTIER**
CAT EARS **BEX NYC**
CUFF **ATELIER SWAROVSKI BY VIKTOR & ROLF**
TIGHTS **WOLFORD**
SHOES **CHRISTIAN LOUBOUTIN**
SWIM BRIEFS ON MODELS
CHARLIE BY MZ AND PARKE AND RONEN



"I'M ACTUALLY QUITE SHY, SO THIS 'PARIS THE HEIRESS' CHARACTER BECAME SOMETHING I WAS COMFORTABLE STEPPING INTO AND PLAYING UP FOR THE CAMERAS. IT WAS A WAY OF BEING COMFORTABLE WITH THE PRESS AND ALL THE ATTENTION WHILE AT THE SAME TIME PROTECTING THE REAL ME."

Let's get to business, you launched a lifestyle brand in 2004 without financial assistance from your family. What was the first product and who designed it? My first product was my original *Paris Hilton* perfume. It was an amazing learning experience. I wanted to have my own fragrance and so we sought out a partner and started the process of developing the first scent. From the moment we started it I knew I would always have fragrances. It was something I love so much everything from developing the scent, designing the bottle, finding the right name, even the ad campaign. It was a lot of fun and so rewarding to create something you can feel proud of. I learned a lot about the creative process and how much hard work goes into creating something.

What does your brand include today ? In my fragrance brand, I now have 18 fragrances. We just released the new "Paris Hilton's Limited Edition Anniversary Fragrance" to celebrate my 10 years in fragrance. I couldn't be happier about it. It's a beautifully enhanced version of my very first fragrance which continues to be a best seller worldwide. So it made sense to make this the special anniversary fragrance.

Outside of my fragrances, my brand has grown into something I could only have dreamed of. I have over 50 of my own retail stores around the world everywhere from Dubai to the Philippines, Asia, and Mexico. I have developed products across 20 different lines, we have three new products that will be coming out this year and are still a secret! We have everything from handbags to watches, sunglasses, eyelashes, fragrances, clothing, press on nails, nail polish, and so much more.

How do you choose a scent ? Choosing a scent is a combination of what I love, the inspiration I get from my fans, and what is popular and current in the world. I try to create something that will be popular, but at the same time has its own unique style and twist. I never want anything to be exactly the same. I want my fans to feel like they're getting something new and unique and that each fragrance is a collector's item.

Paris Hilton Stores, how many, where, what's the concept? There are now more than 50 Paris Hilton stores all over the world. I just opened my latest store in Abu Dhabi in January. The concept for both the stores and the product lines is "affordable luxury." I aim to bring the styles and designs that are popular on the exclusive runways to people at a more affordable price. Each of the stores are influenced by my personal style of my own home in Los Angeles. We bring samples of wall paper, colors, and ceiling moldings. We try to make the stores feel like a mini replica of my home.

First hotel in the Philippines I'd opened my first beach club in the Philippines last year. It's doing extremely well. We are now breaking ground and starting construction on our second property there. I'm in talks with developers about more properties in Asia. Real estate is something that's a natural fit for me and I plan to do more and more of this in the future.

How do you decide what product can be part of your brand ? It's very simple. I choose to develop and design only those products that I believe in and would use myself. Otherwise I'm not doing it. I have to be comfortable wearing it and promoting it or otherwise I would never want to encourage my fans to.

What is your title in the company ? The Boss. Ha, just kidding! My official title is CEO and Creative Director. I oversee everything, but of course I need an amazing team to support me.

How can we know who the real Paris is? When are you in character? I think it's who you are seeing today. I'm feeling very happy with my life and more confident than ever. I've been through a lot which shapes and defines who I am as a person. I look back on my life and think, 'Wow, what an incredible journey' and I'm proud of everything I've experienced because it's made me who I am today.

I'm actually quite shy, so this "Paris the heiress" character became something I was comfortable stepping into and playing up for the





cameras. It was a way of being comfortable with the press and all the attention while at the same time protecting the real me.

Today, I love being a business woman. It gives me a lot of pleasure to see my businesses thrive and provide jobs to people around the world. I feel proud of the empire that I have created.

What is the secret of your success ? I think the secret of my success is twofold: making a point to connect with my fans and lots of hard work. I am constantly travelling around the world to visit my stores, or for product launches, or meetings, or performances and this is what it takes to build a global brand. I spend hundreds of days a year travelling. It's demanding, but it's also what I grew up knowing. Hard work pays off. With my fans, I'm so dedicated to them and so thankful for their many years of support. They grew up with me on 'The Simple Life' and have remained loyal. Every day I'm on social media reading their comments, planning personal appearances to meet face-to-face. Seeing them smile brings me great happiness.

What do you dream about ? Like most women I dream of one day settling down and having a family, although I'm not quite ready for that yet. I'd love a beautiful wedding one day and a few children, but right now I just don't have the time for it.

What does a week in Paris Hilton's life look like? It's so hard to describe a typical week because it's always changing! Some weeks are really busy. I will be in a new city every couple of days performing to a packed crowd, meeting with fans at a meet-and-greet, or attending a meeting for my business. Sometimes I will log off for a few days to be at home in LA so I can spend some time just relaxing, hanging out with my dogs, seeing family, or spending time in the studio creating new music or designing new ideas for my brands.

What are you most proud of ? I am most proud of how far I've come in

the past 10 years. I just released my 10 year anniversary fragrance (my 18th!) and I'm about to head out to Ibiza for my third year headlining a residency at Amnesia Nightclub. Gaining the respect of the DJ world, having these residencies, and winning awards has been something I'm very proud of. I can remember in the past one of my proudest moments was purchasing my first house. I think a lot of people can relate to that. I did it on my own with no help from my family. I felt so proud to have been able to accomplish that.

What are your strong qualities? I am hard working. I believe in myself and don't let other people bring me down or get in the way of my going after what I want in life. I'm also very caring and loyal to those people who are closest to me. I am a good person with a big heart.

What's something that people don't know about you? I don't think a lot of people know that I love to give to charity. My family raised us to be very supportive of causes and even as kids we would always be involved in charity work. Today I make a point to visit the Children's Hospital in Los Angeles several times a year bringing gifts for the kids and hanging out with them. I love seeing how their faces light up when I visit. I also work with many other charities for children, animals, breast cancer and the homeless. I don't make a big fuss about this in the press or publicly, but it's something I enjoy doing and want to do more of.

How do you react to criticism ? I don't let "haters" bring me down. You can't please everyone and there will always be someone out there saying you're not good enough no matter how successful you are. I just let my success speak for itself.

Who is your ideal man ? Someone I can trust, who makes me laugh and with whom I can have fun, and who is handsome and smart. I like to be with someone who could be my best friend. I like how guys make me feel. I love a guy who is romantic and sweet. I love hot guys, especially



DRESS **BLUMARINE**
NECKLACE AND RINGS **CHRIS HABANA**
CUFFS **AVANT GARDE PARIS**

**"I'M
ALSO
VERY
CARING
AND LOYAL
TO THOSE
PEOPLE WHO
ARE CLOSEST
TO ME.
I AM A
GOOD
PERSON
WITH A BIG
HEART."**

male models. I think when a man is confident, he is sexy. I also love blue eyes, a hot body, nice smiles, and a fun personality.

You said, " DJs are the new rock stars." Please explain. They are the rock stars of today because they are the people who are filling these 100,000 + concerts and festivals and they are the ones everyone wants to know or meet or collaborate with. Every time I perform on stage I feel like I'm a rock star. The energy up there is incredible! One Of the best feelings in the world!

How was the experience of working with Lil Wayne and Birdman? Lil Wayne was featured on my single, "Good Times" and now on my new track, "High off my Love." Birdman is on the new single. Working with both of them has been awesome. They are so real and true to the music! Working with both of them was incredible.

Who is the first person you play a new song for? I don't have a specific "go-to" person that I always call, but I like to play my new songs for family and friends first. I trust their opinions and know that they are looking out for me.

When did you start DJing? I started DJing a few years ago just for fun and as I learned more about it I started to create my own sets, I realized how much I really love it and want to perform. Then I started to train for real with a private trainer. Having done so over the past four years, I've come to love it so much.

I chose music as a career because it's something that I've always loved. DJing is the perfect job for me because it involves everything that I love: music, partying, and showing people a good time. It's the best feeling in the world to make people happy and music brings people together in a way that you can't describe. It's incredible to be part of making that experience happen.

Do you have a DJ signature? I am definitely a one-of-a-kind. One of my signatures is that I always wear my Chanel DJ gloves, I collect them and now own over 500 pairs. I also love to mix music with fashion. I always make sure to be decked out in the most fabulous DJ outfits.

How do you pick your playlist? It's a combination of the music and artists that I'm really into and enjoying right now and then also the type of venue and crowd that I'm playing to. When I'm at Ibiza it's a lot more underground and hardcore. The Ibiza crowd wants the biggest dance tracks and beats so my set is always very energetic. Then for other clubs and venues, or music festivals I create something different. You never really know until you see the crowd and get a feel for how the night is going.

What's a recent discovery that you've made in the music field? I love learning more and more every day. It's so much fun to learn all the new technology. I am now DJing on the Traktor S8 with CDJs. I'm loving my new set up can't wait to show everyone my new techniques this summer in Ibiza.

Who are your favorite DJs? There are so many great DJs out there right now, but some of my favorites are Alesso, DJ Chuckie, Deorro, TJR, and Martin Garrix.

Tell us about your new album. My new album is still in the works, but my third single, "High Off My Love" will be out this summer. It's a sexy dance track and the music video is a Madonna "Justify My Love" meets "Fifty Shades of Grey" combo.

Is it inspired by your DJ career? Definitely. I love dance and EDM music and I think it shows in my music.

Words to live by? "You only live once!" "Live life to the fullest!" "Make every day count!"



JACKET **HUGO BOSS**
SHIRT **JUNK FOOD**
PANTS **ZANEROBE**

BANANAS

PHOTOGRAPHS **BRIAN JAMIE**
CREATIVE DIRECTION AND STYLING **ROY FIRE AND TAL PEER**
GROOMING **MARA CIFRONTI** MAKEUP **USING NARS** HAIR **USING "NOT YOUR MOTHER'S"**
MODEL **TAO CAINO @ NY MODELS**

JACKET AND PANTS **RUFSKIN**
SUNGLASSES **ROY FIRE NEW YORK**
WATCH **G-SHOCK**







SHIRT **JUNK FOOD**
PANTS **RUFSKIN**
WATCH **G-SHOCK**







TANK RUFSKIN
JEWELRY MARC JACOBS







TUXEDO **ROBERTO CAVALLI**
TANK **PHILLIP PLAIN**
UNDERWEAR **UNDER ARMOUR**
SUPERHERO COLLECTION
SUNGLASSES **ROY FIRE NEW YORK**











OPERATION M



PHOTOGRAPHS **CAVIER COLEMAN**
STYLIST **MICHAEL STALLINGS** GROOMING **KARL T. PAYTON** MODELS **CONOR HOSFORD @ FORD MODELS**
DAVID VAICEKAVICIUS @ NEW YORK MODELS JORDY BAAN @ NEW YORK MODELS





PANTS **RELIGION**
SHIRT **NEIL BARRET**
SHOES **NIKE**



PANTS **RELIGION**
SHOES **NIKE**





T-SHIRT **DISNEY**
BACKPACK **JEREMY SCOTT**
SUNGLASSES
MARC BY MARC JACOBS





SHIRT AND PANTS **RELIGION**
SHOES **NIKE**









JACKET **ADIDAS**
SUNGLASSES
MICHAEL KORS



SWIMWEAR **MARC JACOBS**
HEAD-PIECE **COUTUREMASK**







SHORTS **MARC JACOBS**
TOP **ADIDAS**
TOPS **RELIGION**







FUNKYTOWN

SHIRT **LUNATIC BLUE**
TANK **MAN**
SHORTS **H&M**



PHOTOGRAPHS AND ART DIRECTION **NATE JENSEN**
STYLING **BRUNO LIMA** MODEL **VINCE SANT** @ **WILHELMINA LA**



TOP AND UNDERWEAR **H&M**
SHORTS **MR. TURK**
SHOES **PUMA X ALEXANDER MCQUEEN**
GLOVES **TOP SHOP**





TANK AVIATOR NATION
SWIMWEAR **SERGIO K**
SHOES **PUMA**
VISOR **AUGUST ACCESSORIES**



PANTS **G-STAR RAW**
TANK **AVIATOR NATION**
SHOES **BALLY**
HEADSET **LOGITECH**



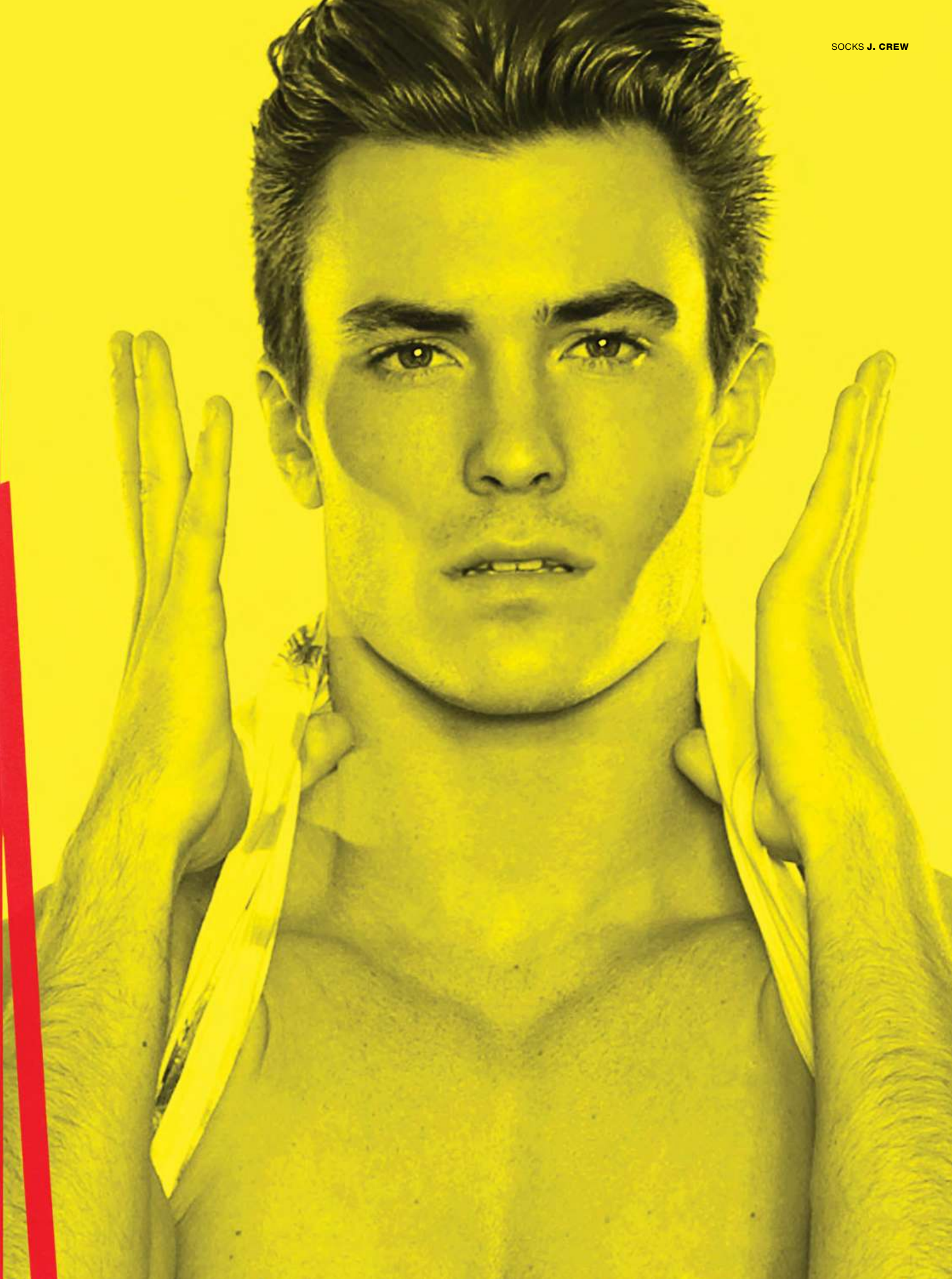


JACKET JEREMY SCOTT FOR ADIDAS
SWIMWEAR H&M









ARTIST. MUSICIAN. IDIOT.

THE STORY OF NICHOLAS MEGALIS

STORY **TAL PEER AND ROY FIRE**

"Artist. Musician. Idiot." That's how 26-year old internet sensation Nicholas Megalis describes himself. As his 4.7 million Vine followers know, Nicholas is actually brilliant — maybe even a genius when it comes to irreverent skits and hilarious, jingles — all with a definite, defiantly weird streak.

In his book, *Mega Weird*, Nicholas makes his publishing debut with a collection of 20 stories all strange and claimed to be true about his first 25 years on the planet which were largely spent in Cleveland surrounded by a family of artists, Greek immigrants, and oddballs. The book is a creative collaboration with his dad, award-winning Nickelodeon, MTV, and HBO animator, Tom Megalis who supplies the narrative's colorful cartoons and caricature accompaniments. After reading this wonderful and different book, we sat with Megalis for an extremely honest and inspiring interview.

Megalis was born in Pittsburgh, Pennsylvania to two wonderfully weird parents. He was raised in Cleveland where the highlights of his life included visits to his Greek immigrant grandma's house with his chain-smoking aunt and imaginary interviews for *Rolling Stone* that he conducted with himself: "I am the product of blue box mac-and- cheese and a horrible attention span. My dad signed me up for soccer and I cried my way out of it. I was in a strange space, the artist/outsider space. But it's a good place to be because you don't have to wear a uniform or study. I was horrible at sports and math. So, I made comic books and short films, hung out in the art room, and projected videos of myself dressed like a butterfly onto the side of a Dairy Queen when I was thirteen. Life was fun in Ohio. I miss that when I fall asleep at night."





Have you always been a performer? I like to think I was born wearing a top hat. I always craved attention, everywhere I went. Except I don't want attention when I don't want it.

When I was fifteen or sixteen years old, I made these zombie videos and conned a film festival into playing them by claiming they were produced by this hotshot producer, who shall remain nameless because I don't want him to see this and hunt me down. I sent the festival organizers these really important sounding emails. They didn't know I was just a sixteen-year old kid. At the time, I said I was my own manager. I got into the festival with a lie. My dad encouraged me. That's a Greek thing. Not that we're liars ... we're hustlers. I didn't win any awards but the catering was fantastic and I met a ton of amazing filmmakers.

Did you go to art school? I didn't go to art school. I didn't have the patience for any schooling after the obligatory kindergarten through twelfth grade. It wasn't for me; I barely graduated by the skin of my crooked teeth. Instead of sitting down in a classroom environment, instead of beating myself up over grades and struggling so hard, I decided to travel around the country, meet people, and play music. That was my college the School of Hard Knocks. I got my ass kicked and went completely broke carrying a piano up and down stairs, sound-checking, and playing shows for like seven people in the middle of nowhere. That was my school. As an artist I didn't see the point of spending money on school just to make mistakes.

Why did you choose the name "Mega Weird?" I didn't. I think Lara at Regan Arts did. She's Judith Regan's daughter. She came in one day and said "You're weird. You're mega-weird." And that was it. I was just blown away by it. It's beautiful. It's simple. It sums me up. It's also a play on my last name: "Megalis." Which means "big." There are penis pill websites using my last name. There are male enhancement pills out there using my last name. I don't know whether to be honored or confused. I think I'm both.

Who are the characters in your book? The characters in my book are people who have changed my life in one way or another. I'm just a sponge or rather a magnet for weirdos. I've spent my entire life trying to understand it and I recently just gave up, while writing this book actually. I don't want to figure out who I am or what I am here for. I just want to react. I want to make things. And I want to meet interesting people who share my passion for the strange. I like McDonalds but I also like harsh Japanese noise. I like everything, really. Everything is wonderful.

What is the overall message you want to convey? I have no message that I want to put over on the reader. That's manipulative. It's like songwriters sitting around on VH1 talking about what each song means. That's just manipulation. I want to think Lennon is delivering some heavy-handed, deep message about society when he's singing "Gimme Some Truth," but he probably wrote it while sitting on the toilet and it just felt right. It's a song. This is a book. You take away from it what you want; it's not my job. Is it about being weird? Yeah. Is it a manual for all the outcasts of the world to not only accept that they are "different" but also embrace who they are.

Can you tell us a little bit about the process of collaborating with your father? What was that like? My dad is an amazing soul. We are best friends. We talk all day sometimes. He blazes through life like a Greek tornado. He is unstoppable. A fucking force. And he works harder than everyone you know and anyone that I will ever meet. I watched my parents when they were down and then when they were up, and everywhere in between. My mom is a graphic designer turned amazing mother. She put together a hot meal for us from scratch every day of our lives. My dad gave me a 16mm camera and Rapidograph pens and told me, "just make stuff." And that has been both my therapy and my existence for 26 years now. I don't know how to live otherwise. I make art so that I don't go absolutely full-blown nuts. Right now, I'm doing well at about 48% nuts. I call that success.

"IS IT ABOUT BEING WEIRD? YEAH. IS IT A MANUAL FOR ALL THE OUTCASTS OF THE WORLD TO NOT ONLY ACCEPT THAT THEY ARE 'DIFFERENT' BUT ALSO EMBRACE WHO THEY ARE."



How do you manage to establish yourself as a credible artist in just six seconds? Six seconds is enough for that medium. It's enough for little videos. Who wants to see a sixteen-second Vine? I don't. People are now exposed to Nicholas Megalis. Finally. It's taken me eleven solid years, nonstop. Just making a ton of shit and putting it out, failing, and trying again. So, people now get it. People saw I was doing something different and it opened them up to my world. Now that I'm in the "room," I can burn it down. Let's have some fun! I got my foot in the door. Now we dance.

Can you describe your work space? I work in a one-bedroom apartment in Brooklyn. I would give you the specifics, but I've had to call the police on "fans" who threw rocks at my windows. Not pebbles. Big, fist-sized pieces of rubble that left cracks. People used to follow me off the train to my apartment and I would say, "Guys, let's make Vines. Let's take photos. Whatever you want. You don't need to creep around." I can't take that chance anymore. I even had my name removed from my buzzer. It's a pseudonym now. It's fun to pretend to be someone else. My studio is in my living room. I make huge paintings and I just move the couch out of the room. I have filmed hundreds of Vine videos in there. I have dozens of backdrops, lights, and bags and bags of props. Butterfly wings, tiaras, clown makeup, confetti cannons. I'm hoarding the Wizard of Oz in Brooklyn.

What materials do you work with? I have a nice "professional" HD camera for the non-Vine stuff and literally four working iPhones for Vine videos. It's getting ludicrous. I like having different phones for different purposes. I have lenses and stuff. But I'm so psycho that I'm too paranoid to share my Vine "secrets."

Do you have a vision in your mind before you film your Vines? Yes and no. Sometimes. I don't know. I don't always have a solid plan. Sometimes I am inspired by an argument or the idea comes out of seventeen horrible, miserable failed ideas. Sometimes the moment is

after a series of non-moments. I spend all day on social media. I love talking to my friends. They are fans, yes. But they also have faces and names and they're human beings. They are part of the conversation. This is a dialogue. All art is. I tell people this and they don't believe me.

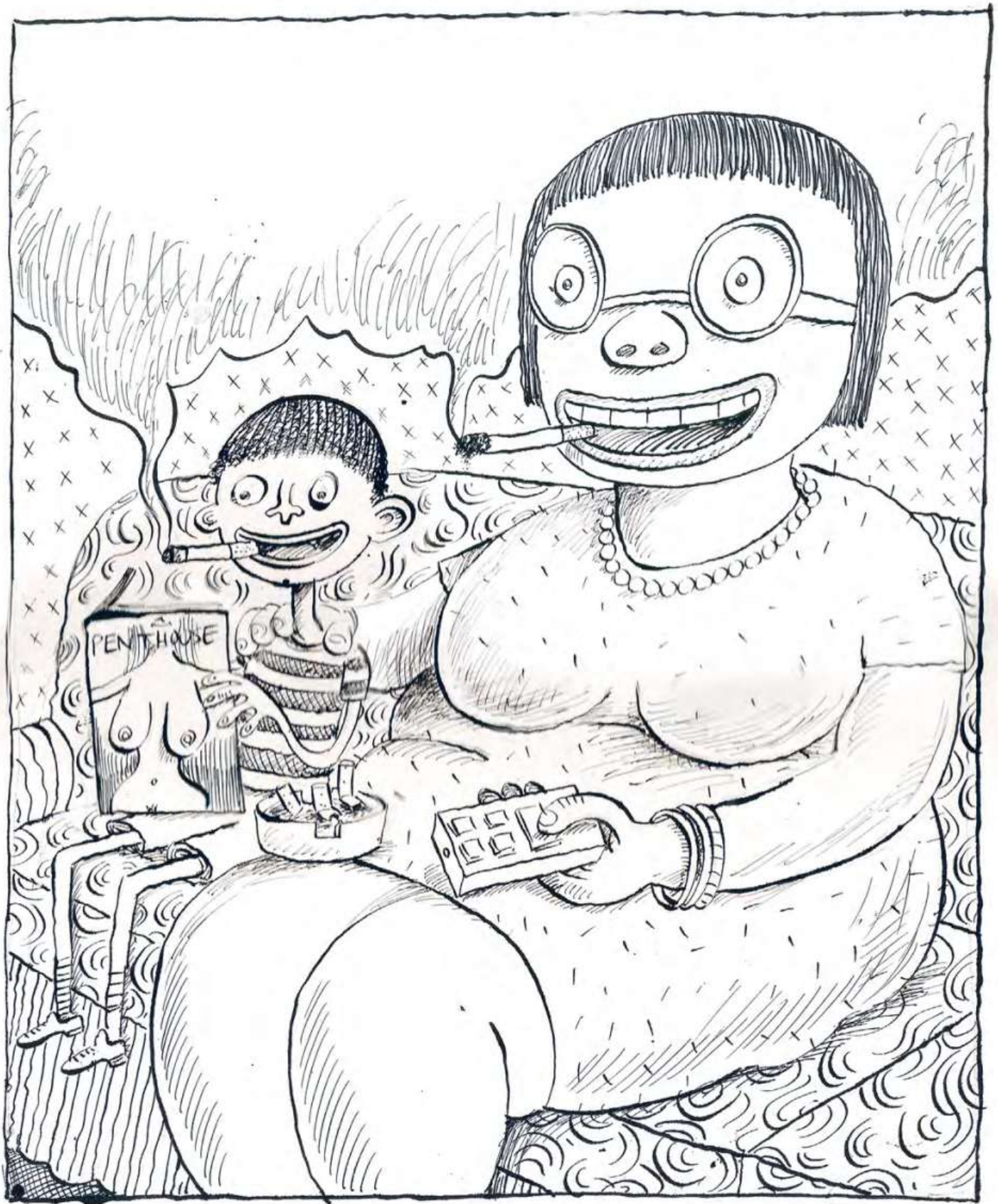
What does art mean to you? Art means life. Living. It means eating an amazing donut, having really good sex, and buying an air freshener for your car but hanging it off your nose instead. It means I can't and won't waste this life in a four walled office staring at an Excel spreadsheet. It's in my blood. I grew up doing funny voices, making videos, and painting pictures. It's all because of my stupid dad. And thank God for my stupid dad. Or else I wouldn't be the happiest man in New York City.

How do you define yourself as an artist? I just want to create things that make people happy and make the world somewhat less shitty.


Who are the artists that inspire you? I love my father. I love John Lennon, Willy Wonka, Jean-Michel Basquiat, Joseph Beuys, Marcel Duchamp, Harmony Korine, Beck Bukowski, Keith Haring, and Graham Smith of Kleenex Girl Wonder. I'm really into punk rock again. Jeff Rosenstock just put out a great record. I play it in the morning really loud.

Can you tell us about a project you are working on right now? I just recorded an album in my kitchen in the midst of the worst month-long headache of my entire life. It was brutal. It's still there, but it's a lot more manageable, and it's getting better. I don't know if this kitchen record will ever come out. But it's awesome. It's punk rock with an acoustic guitar and migraine medication. And then there's an even bigger project, but I can't talk about it.

What is your motto in life?
Be weird.



THE GOLDEN ERA

A photograph showing a person's leg in a black leather boot and a black dog lying on a dark, textured surface. The person's foot is visible, and the dog is lying down next to it.

PHOTOGRAPHS **MIKE RUIZ**
CREATIVE DIRECTION **ROY FIRE AND TAL PEER** STYLING **MATTHEW ELLENBERGER** GROOMING **MARA CIFRONTI**
MAKEUP USING **BODY BLINK BY SCOTT BARNES** AND **MAC COSMETICS** HAIR USING **NOT YOUR MOTHER'S**
MODELS **GIOVANNI BONAMY @ ONE MANAGEMENT** AND **FRANCO NORIEGA @ Q MANAGEMENT**







SHORTS AND SHOES
JEREMY SCOTT FOR ADIDAS







TRUNKS **SPEEDO**
SHOES **JEREMY SCOTT FOR ADIDAS**





SHORTS AMERICAN APPAREL
SHOES JEREMY SCOTT FOR ADIDAS







STIPS

PHOTOGRAPHY AND CREATIVE DIRECTION **TINA PICARD**
STYLING **STEPHANIE MAJOR** MAKEUP AND HAIR **EMMA DIRKS**
MODEL **DEREK @ ELITE TORONTO**

SHIRT **GAP**
HOODIE **DIESEL**





SUIT **OLIVER SPENCER**
SWEATER **ZARA**
T-SHIRT **JOHN VARVATOS**
SHOES **ALDO**
SILK SQUARE **HARRY ROSEN PRIVATE LABEL**



JACKET **OLIVER SPENCER**
HOODIE AND JEANS **DIESEL**
SHIRT **GAP**
SHOES **ALDO**



JACKET **GAP**
BEANIE **TOPSHOP**



JACKET **FRED PERRY**
SWEATPANTS **ALEXANDER WANG**
TOP **ZARA**





BLAZER AND SHIRT **TED BAKER**
WHITE SHIRT **CLUB MONACO**
PANTS **OLIVER SPENCER**
SILK SQUARE **HARRY ROSEN PRIVATE LABEL**





SHENANIGANS

PHOTOGRAPHER **BRIAN JAMIE**
CREATIVE DIRECTION AND STYLING **ROY FIRE AND TAL PEER**
GROOMING **MARA CIFRONTI** MAKEUP USING NARS HAIR USING "NOT YOUR MOTHER'S"
MODEL **STEVEN EDWARD DEHLER**





SUNGLASSES **ROY FIRE NEW YORK**
PANTS **DIOR HOMME**



SHIRT **H&M**
PANTS **DIESEL BLACK GOLD**



TANK RUFKIN
SHORTS DSQUARED



SHORTS **DSQUARED**
BANDANA **ALEXANDER MCQUEEN**







JEANS **G-STAR RAW**
TANK **JUNK FOOD**

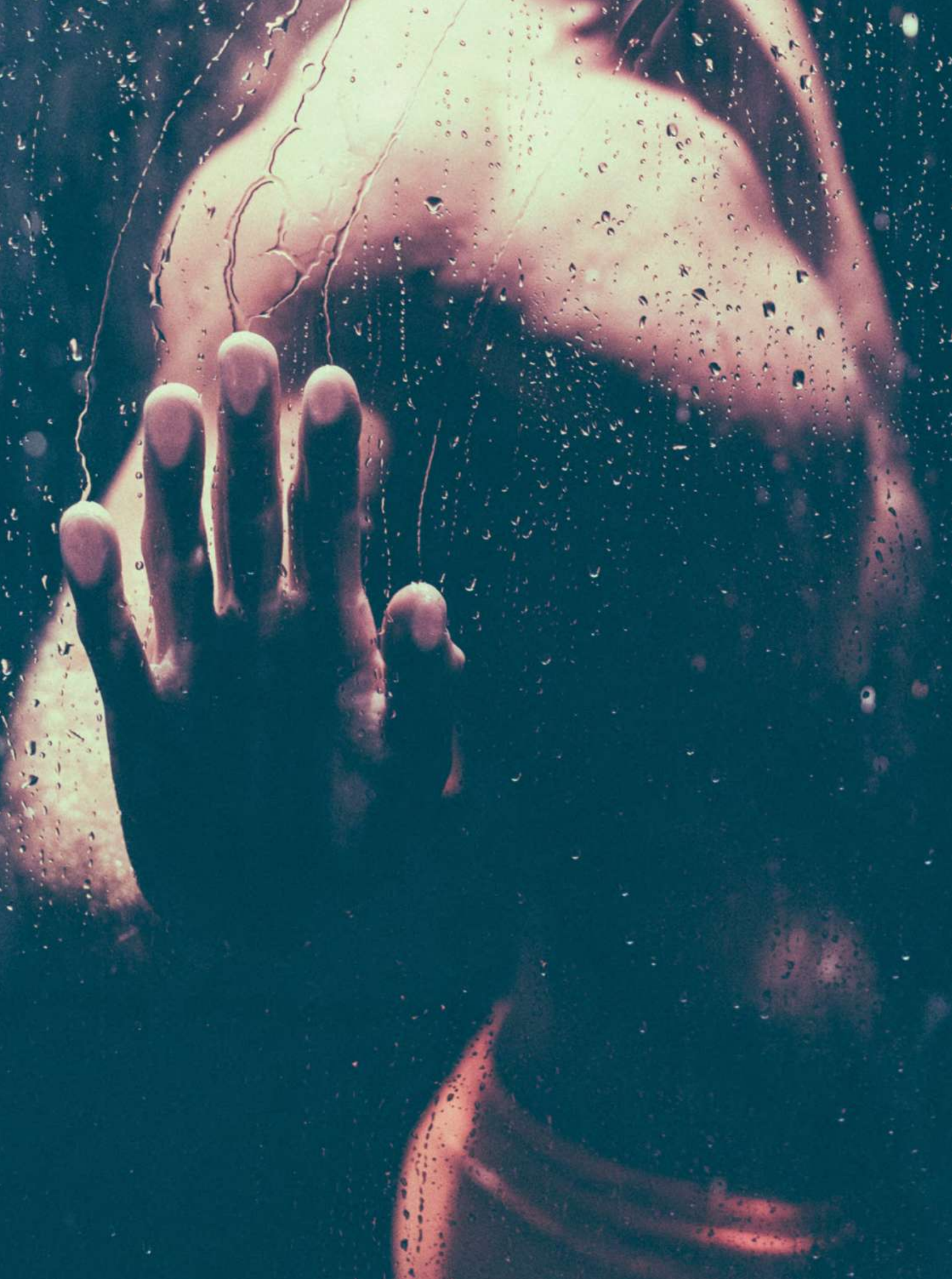




SUNGLASSES **ROY FIRE NEW YORK**
UNDERWEAR **RUFSKIN**









SUNGLASSES
ROY FIRE NEW YORK







LA DOLCE VITA



PHOTOGRAPHER **MAX FESTARI**
MODEL **FABIO MANCINI** @ **D MANAGEMENT MILANO**

UNDERWEAR DSQUARED









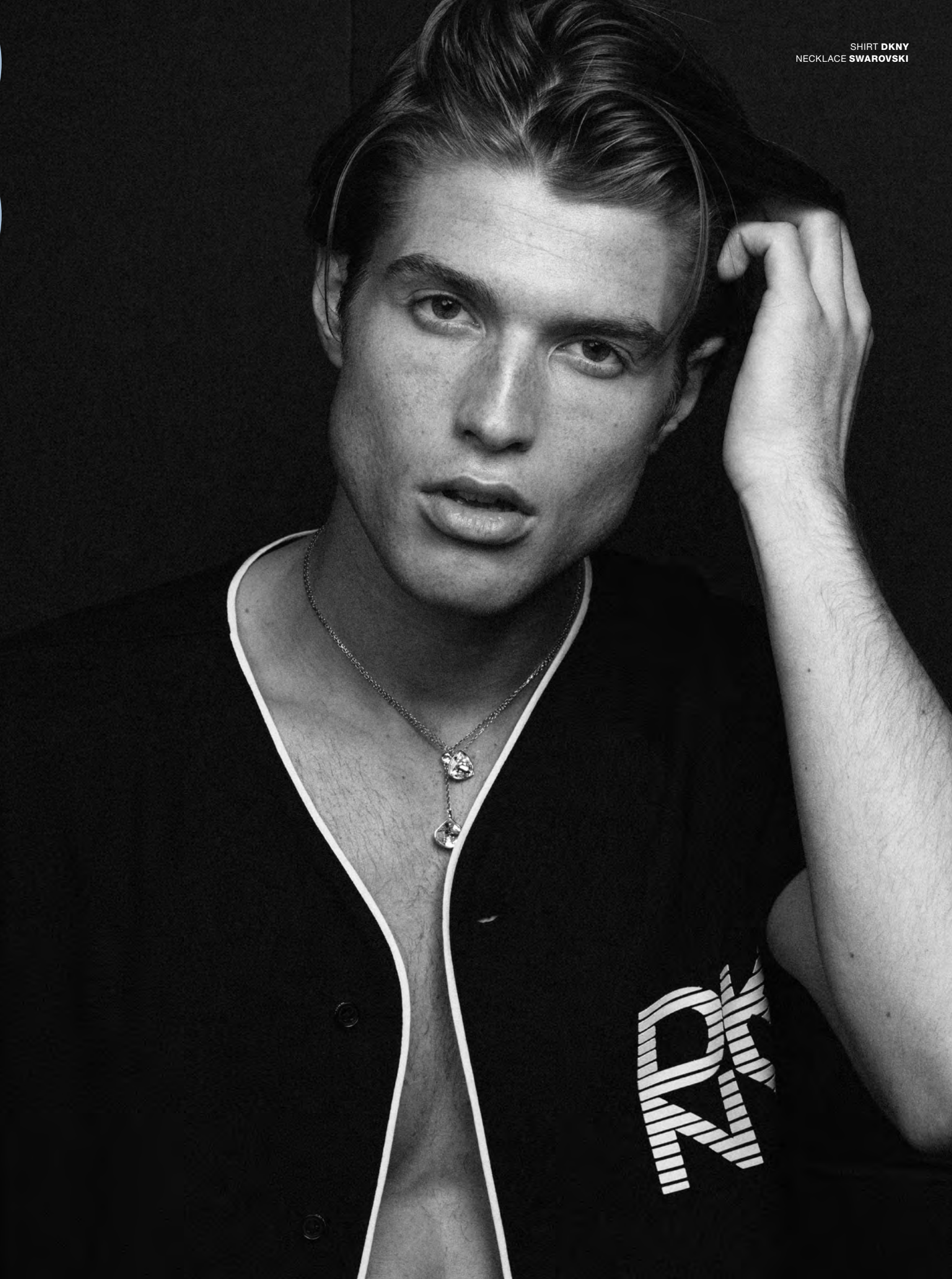




SEE ME

PHOTOGRAPHER **TAYLOR MILLER**
STYLIST **ALEX SWETERLITSCH** GROOMING **DANA RAE ASHBURN**
MODELS **WALTER SAVAGE, RUDI DOLLMAYER AND MINKAH DAVIDSON @ SOUL ARTISTS**

SHIRT **DKNY**
NECKLACE **SWAROVSKI**



BROOCH **BEN-AMUN**
SHIRT **ACNE**
UNDERWEAR **AMERICAN APPAREL**



SHIRT **FENDI**
NECKLACE **SWAROVSKI**



BRACELET **BAUBLEBAR**
UNDERWEAR **AMERICAN APPAREL**
PANTS **BAJA EAST**





NECKLACE **BEN-AMUN**
PANTS **LANVIN**

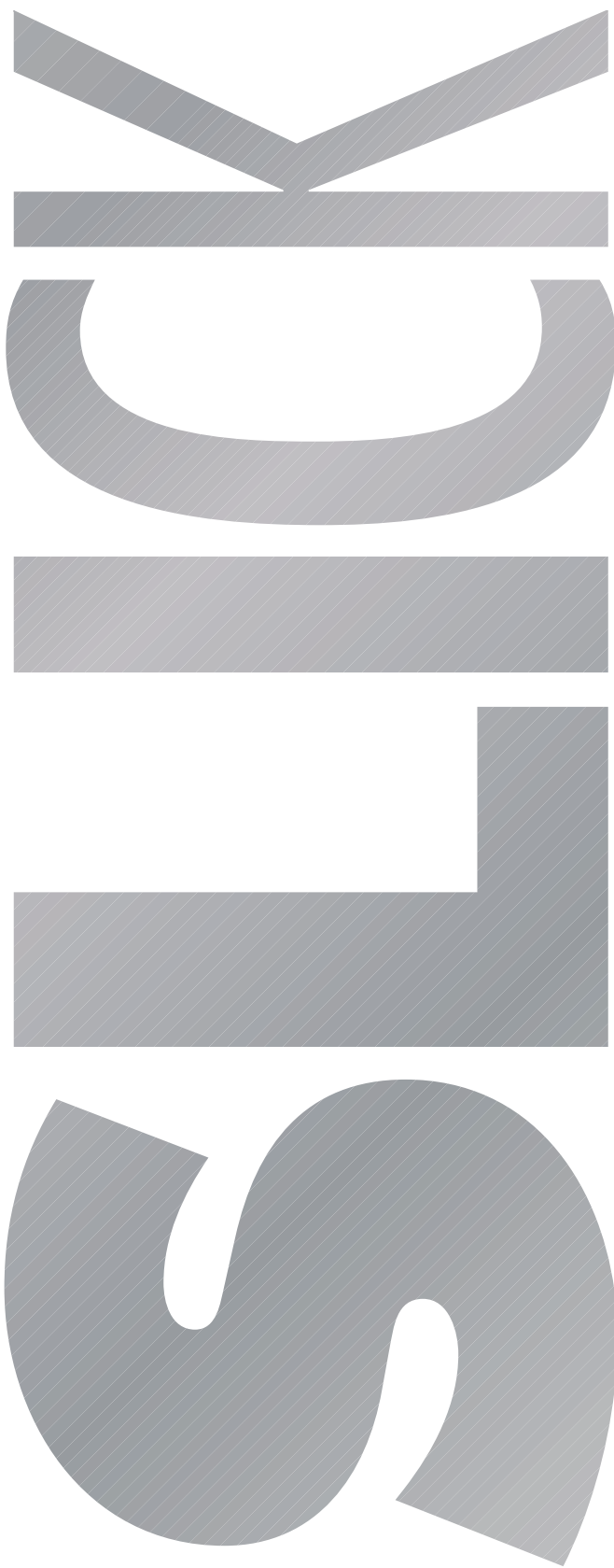






BRACELETS SWAROVSKI
TOP BAJA EAST





PHOTOGRAPHS **WONG SIM**
STYLING **NICOLAS** MAKE-UP **CHRISTINA MOSTOVAYA** MODEL **ALEXSANDRO DUARTE @ UPFRONT**





SHIRT **DOLCE & GABBANA**
UNDERWEAR **MARCUSE**



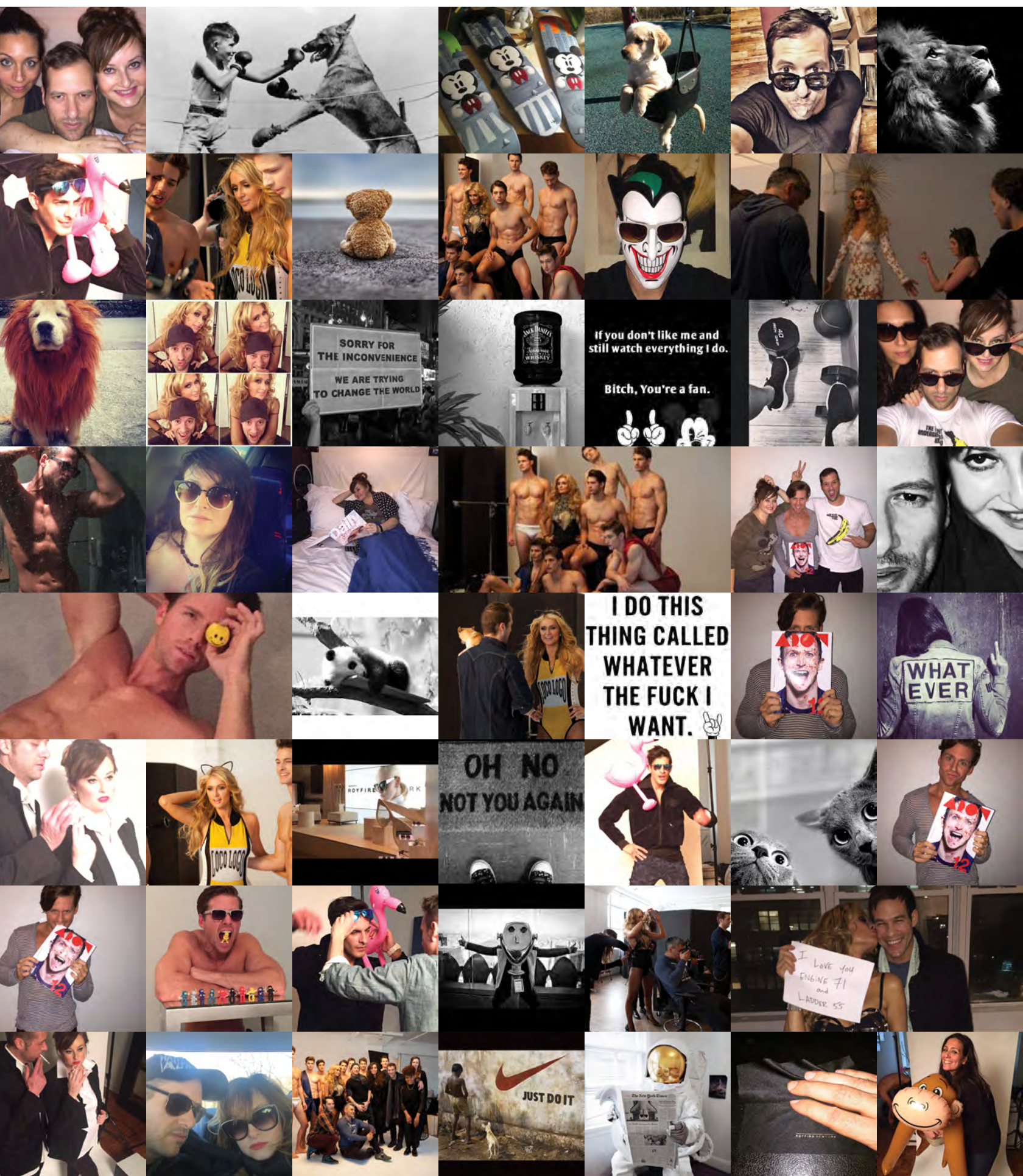
SHIRT DOLCE & GABBANA















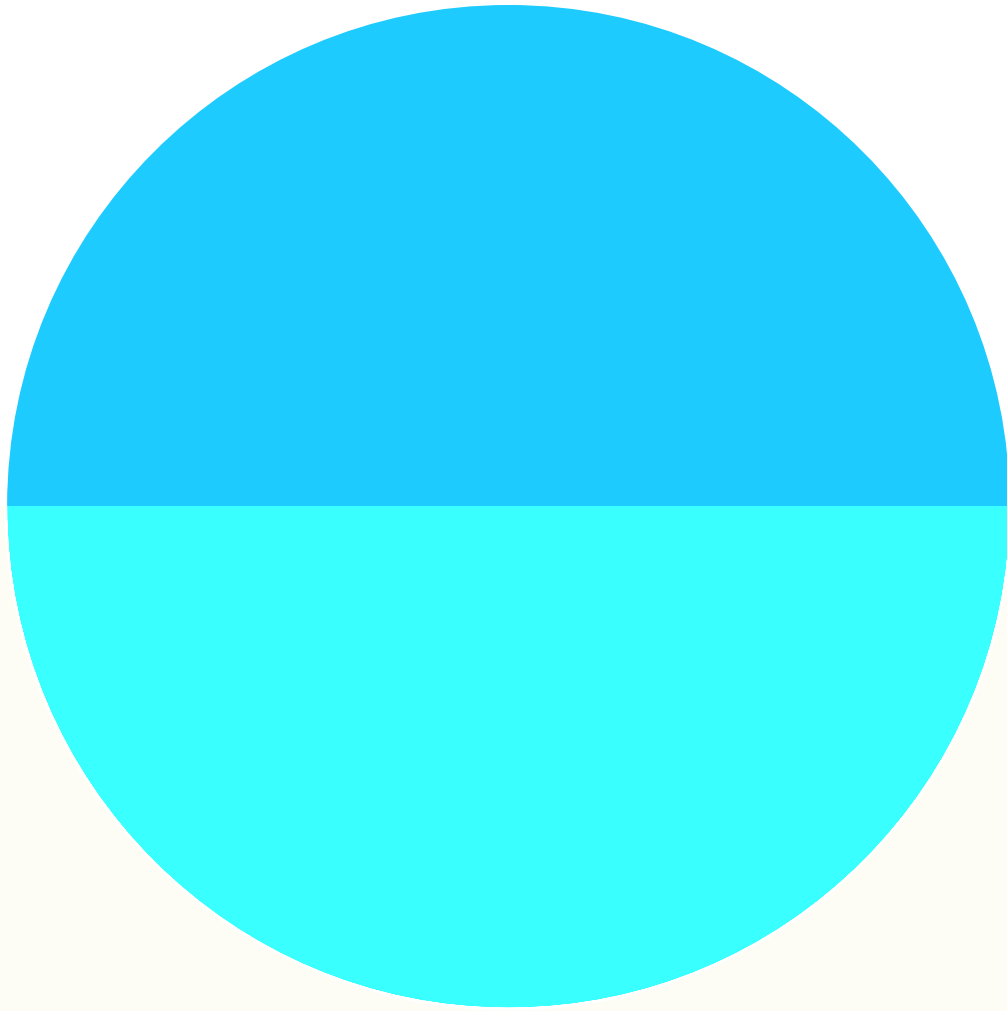
SCAN THIS PAGE
WITH ENTiTi APP

NOW

YOU CAN CREATE
Augmented & Virtual Reality



DOWNLOAD ENTiTi CREATOR NOW FOR WINDOWS / OSX
NO TECHNICAL KNOWLEDGE. NO CODE. JUST DRAG & DROP



WORLD TRAVEL

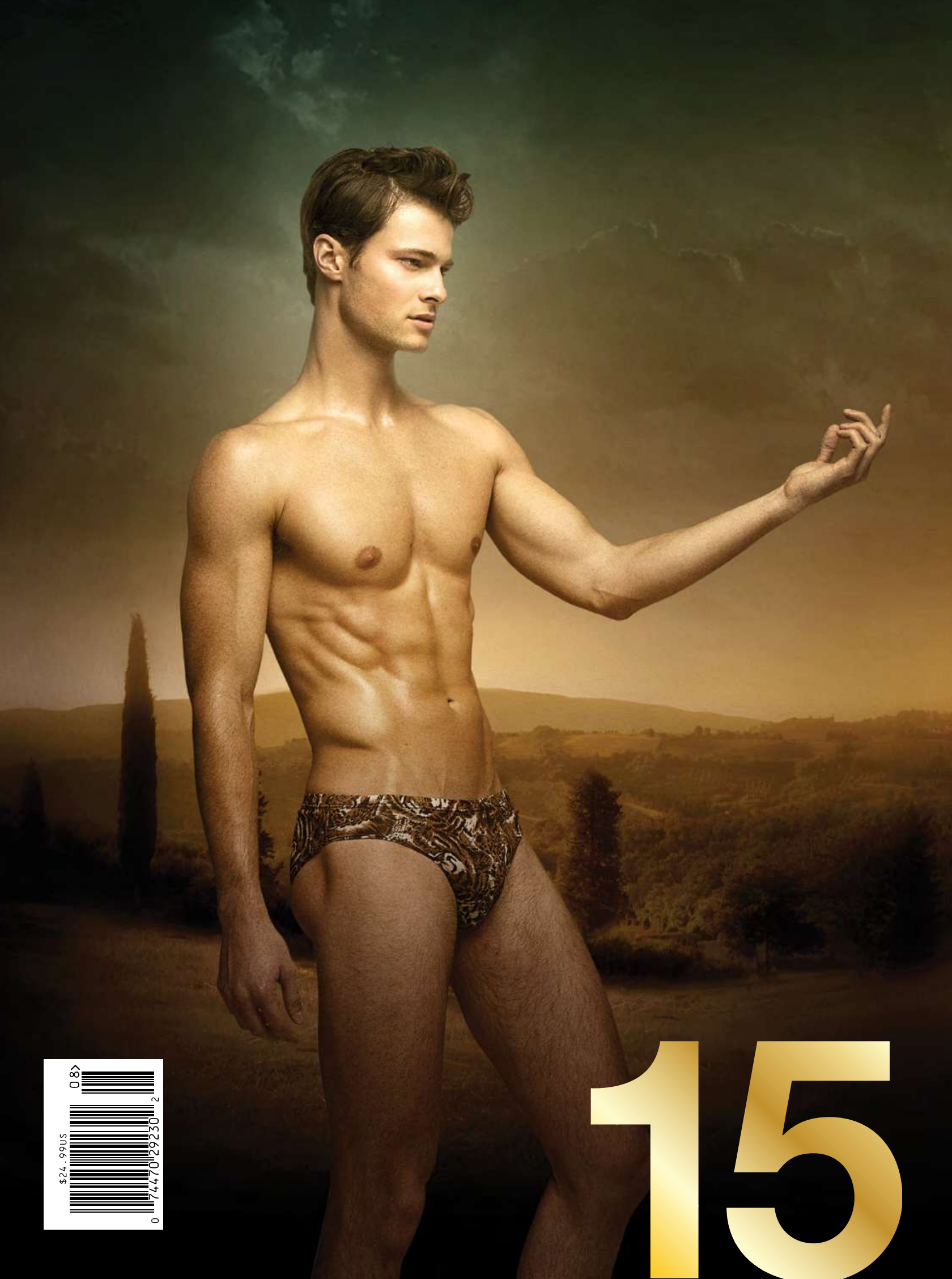
YOUR VACATION IS OUR DESTINATION

SHLOMI WEXLER
TRAVEL CONSULTANT
TEL 201.766.1032 CELL 917.841.1850 2013
WTRAVELNOW@GMAIL.COM

ROYFIRE NEW YORK

DISCOVER THE COLLECTION
WWW.ROYFIRENEWYORK.COM





\$24.99US

0 74470 29230 2

08>

15